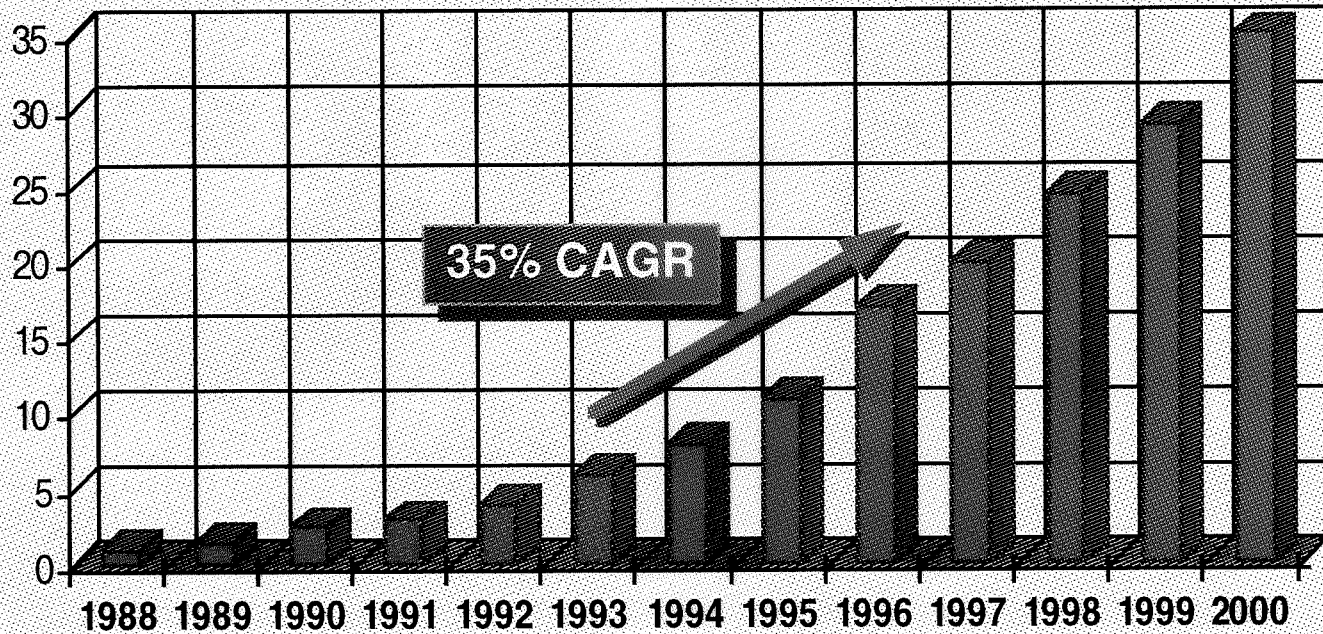


# Overview

- ◇ Revenue Streams: Advertising, Subscription
- ◇ Evolving Online Market
- ◇ Newspaper Approaches to the Web
- ◇ Choices for Newspapers on the Web
- ◇ Changes to Watch For

# Consumer Online Service Subscribers Growth



Source: Montgomery Securities

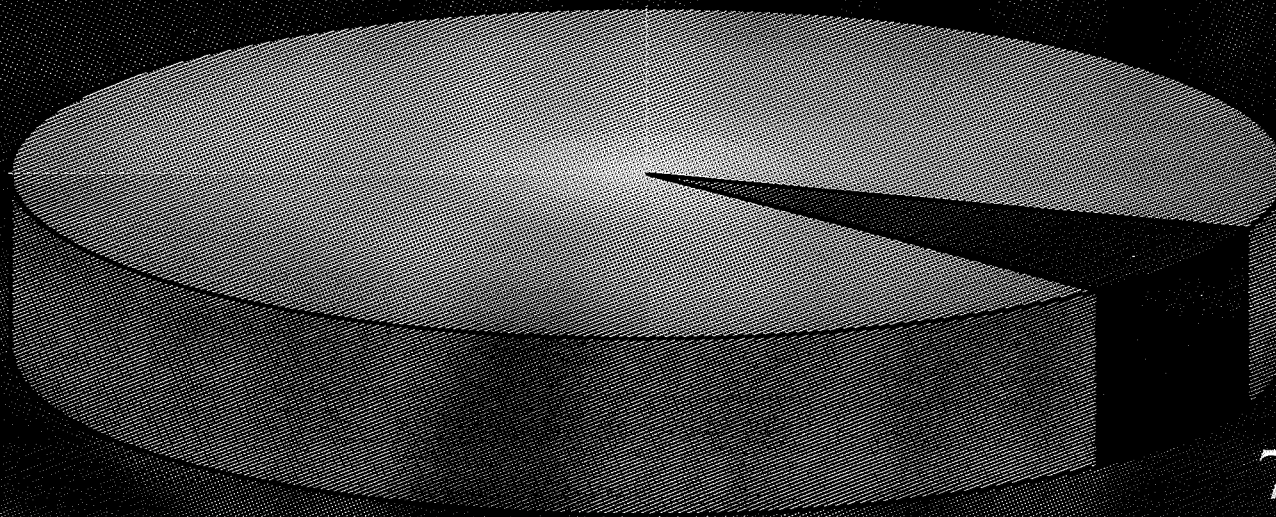
# Internet User Growth

- ◇ Always astounding
- ◇ Jul 95 Hosts 6,642,000 (1M pingable)
- ◇ Domains: 120,000
- ◇ 9M Web users
- ◇ 300k estimated dialup users

ref: <http://nw.com/zone/WWW/report.html>

# Focus is on 93% of HouseHolds Not Using Online Services

*Significant Growth Lies Ahead*

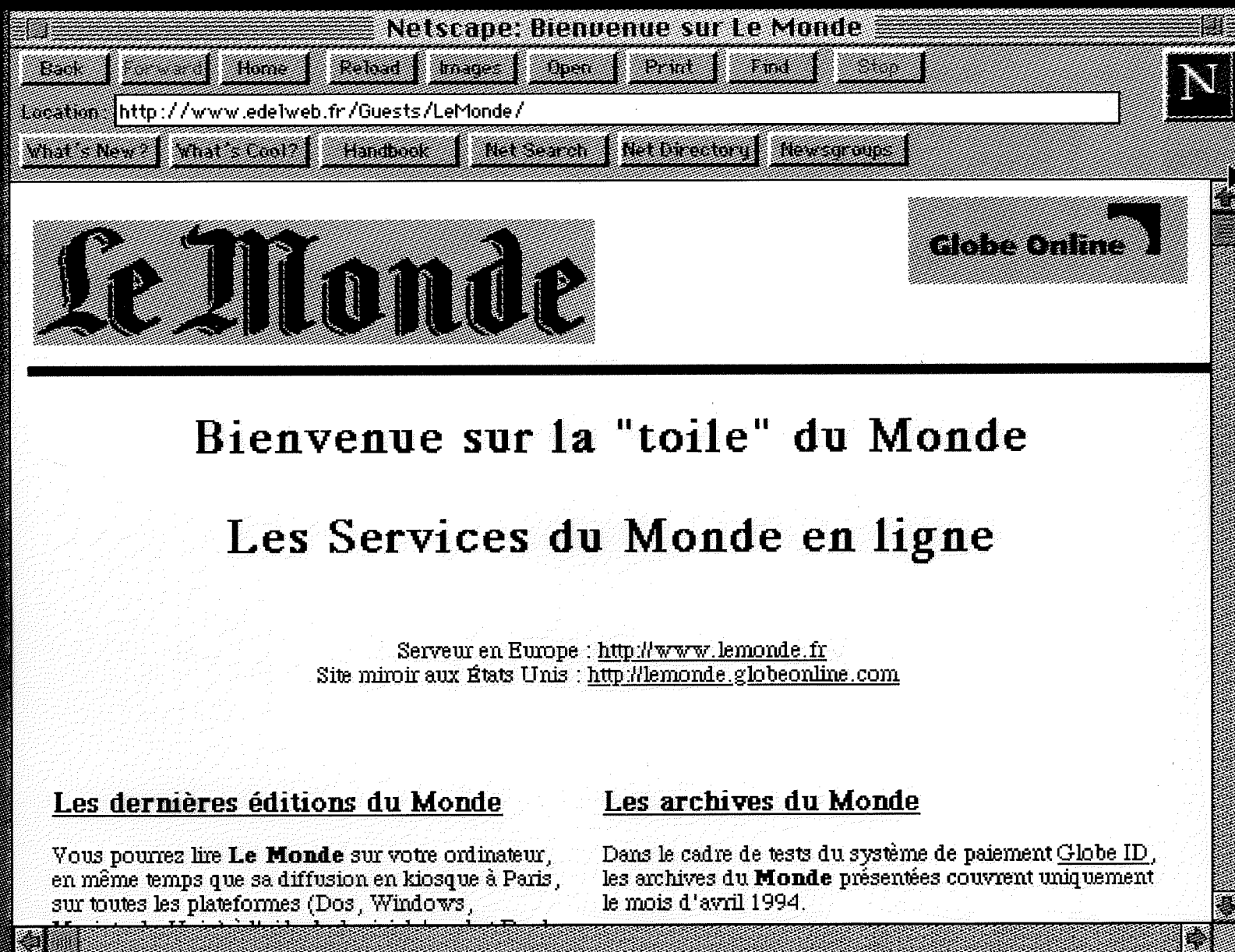


7% with Online  
Services

CAGR of:	Online Services	Home Video	Daily Newspapers	Magazines	Video Games	Home Shopping
1985-94	29%	16%	3%	5%	14%	50%

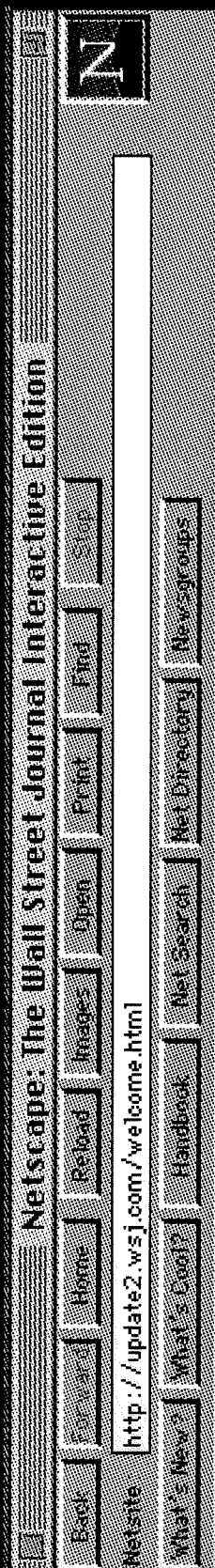






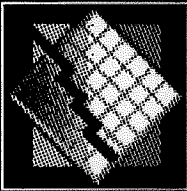






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Tuesday May 30

Symbol	Quantity	Close	Change	Value	Change
AMER	0.000	34.7500	-1.0000	0	0
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MSFT	0.000	83.0000	-4.5000	0	0
SUNW	0.000	44.1250	-3.0000	0	0
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